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CANADIAN Coin Box MAGAZINE

DECEMBER 1974

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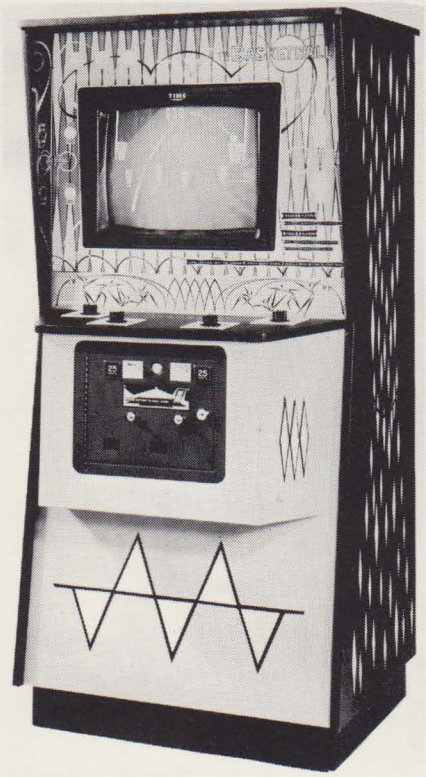

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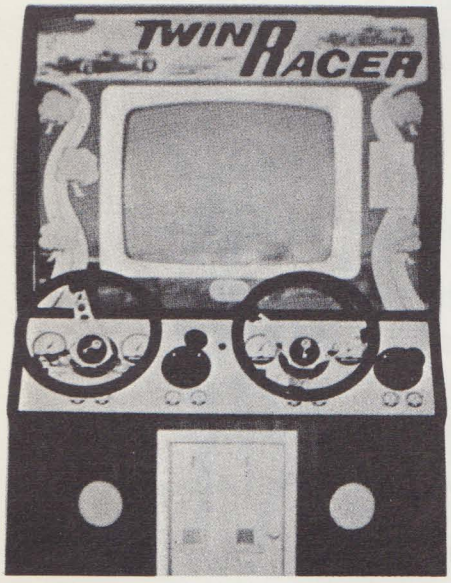

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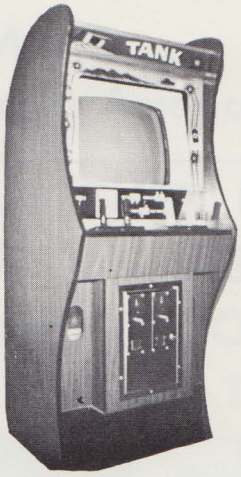

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TO ALL OF OUR FRIENDS

Thank you for a wonderful year.

We wish you all a

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and

happiness and prosperity

in the coming year.

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Pirated Music and Equipment to Play It and Legitimate Music In New Locations Has a Long History

In their concern over pirated records and tapes during the last three years, Record Makers and their Associations have been so busy concentrating upon traditional sales outlets and the obvious users that they have overlooked many of the spots where pirated music is played. Somewhat to their consternation they have lately discovered that the U.S. porno industry is a big user of non-royalty paying music. It has apparently cropped up as scores of porno films, homo and lesbo clubs, massage parlours, and no doubt even "cat houses" though these latter haven't as yet been mentioned, but it is a well known fact that they do use music for atmosphere and rhythm. A great many years ago these sports of their predecessors used employed live musicians playing a variety of instruments. As the saying in the pre-war British Royal Air Force used to go, "Oh, no! don't tell my mother I'm in the Air Force; she thinks I've got a good job, she thinks I play the piano in a brothel."

These are other locations for background systems and Juke Boxes which shouldn't be entirely discounted.

Programming Hint--Middle Eastern Music Rapidly Growing in Popularity in North America

Oil isn't the only commodity of the Arab and Muslim world which is being imported into North America and arousing growing interest. Records from the Middle East, mainly the Lebanon, are rapidly growing in popularity here. They are selections used to accompany the voluptuous belly and backside dancers of that part of the world. The thing which has sparked this interest in an old art form is a growing fad among the female population of the United States. American ladies of considerable lower body adipose tissue have begun to conclude in growing numbers that the traditional wiggling, thrusting and shaking of the Eastern ladies offers a solution to their weight problems. This in itself is a fallacious assumption as anyone who has spent any time in the middle east and watched these performers well knows because, part of the effectiveness of this type of dancing result from abundant and somewhat slack flesh in the anatomical areas where most of the action is seen to take place. Perhaps the North American fadists are simply being realistic in deciding to make the best of what they have, or perhaps, they have just coughed up the courage to do what comes naturally. No matter they are buying records of this type of Fatima and cousin Salome music in quantity, and the trend appears to be growing rapidly. Ops may want to watch the progress of these record sales in the U.S. and here as a hint towards profitable programming of their locations. There could be a good bonus for them from the lands of the Sheiks and the Shakes.

ANOTHER FIRST BY NUTTING ASSOCIATES THE COLOR VIDEO "TABLE TENNIS"

Nutting Associates, Inc., of Mountain View, California, introduces another innovation in the world of sophisticated electronic video games.

Table Tennis is a table model paddle game where two or four players can relax in a cozy warm atmosphere and be entertained by this popular video game similar to the exciting upright model of "Wimbledon."

For further information contact William G. Nutting, President, Nutting Associates, Inc., 500 Logue Avenue, Mountain View CA 94043. (415) 961-9373.

Atari takes you duck hunting with QWAK!

Our latest winning video game is being shipped. Atari puts your players in the field! The "hunter" holds his QWAK rifle—attached to the game with a steel cable—and fires at the duck flying "overhead" on the screen. Every "hit" on the screen is marked by the rifle's unique lightgun.

QWAK takes plenty of skill! The hunter is allowed just three shots to hit each duck before it disappears and another duck flies into range. QWAK attracts attention because the ducks make an authentic "qwak" sound as they fly.

Just watch the video action! When hit, the duck folds it's wings and nose-dives for the marsh below, making a "buzz bomb" sound as it falls. Video display fun is completed when a dog runs out from the bottom right of the screen to fetch the duck. After the dog picks it up, he runs across the screen and disappears bottom left. But the hunter can't rest because another duck flies out!

The duck dodges the hunter's shots! To add to the marksmanship challenge, ducks never take the same path. These crafty birds will "veer" if the shot is placed near them.

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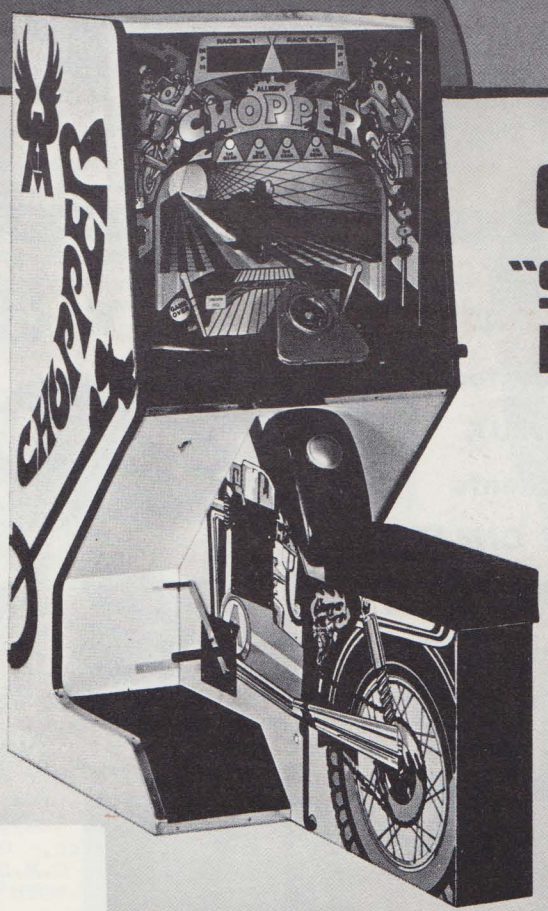

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British Now Getting Deluged by Dumped American Discs

The dumping of "left over records" by Canadian artists made in the U.S. into Canada where the same artists' tunes are still selling quite well on different labels, has apparently worked so well for the American Record Industry that it's now employing the same methods against the British. Some British labels have already suffered severe loss of sales from competition from U.S. made records by similar artists. These are discs bearing U.S. labels which have "shot their bolts" in the U.S. market and no longer sell there. They are being dumped into the U.K. as into Canada at half price or less and the still selling domestic product simply cannot compete at normal prices.

While the Canadan record industry has been in a dilemma over what to do, the British Record Industry has taken positive action in approaching its opposite number in the U.S., the Record Industry Association of America. The British have demanded that dumping cease and legitimate firms in Britain get first crack at the cut rate surpluses from the U.S. so that they can make a profit and also protect themselves.

U.S. Recording Industries Lobby A Tough Penalty Bill for Record or Tape Pirates

Illegally produced tapes are claimed by members of the U.S. record industry to take away from them $300,000,000.00 a year in sales. Their lobbying in Washington has resulted in a bill which provides real deterrants for unlicensed entrepreneurs. For a first record piracy offense, a year in the clink and/or a $25,000. fine. For a second or further offense, $50,000. and two years in the pokey.

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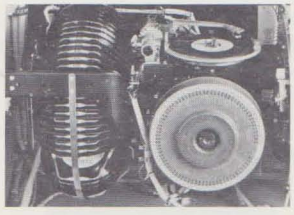
How to build an unstoppable machine.



For years we've been building jukeboxes that run and run and run without stopping. Nobody else seems to be able to do it. So this year, we thought we'd tell you how.

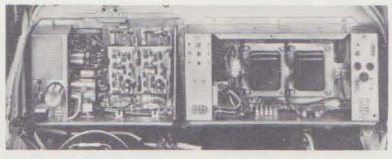
Start with an extremely durable, dependable record changer. Like our famous Rock-Ola Revolving Record Magazine. Add a 100-watt-output amplifier, to provide enough power for any location. Give it 100% solid-state circuitry for reliability. Use plug-in circuit boards for easy maintenance.

Protect the mechanism from overheating and overloading by installing sensing devices that shut down the machine at the first hint of trouble.

They make sure small problems never get to be big ones. And instead of dirty, flow-through air vents, equip your machine with vanes that conduct heat through the walls, to give you a totally-sealed cabinet.

Think that was hard? Try installing your basic mechanism in a cabinet that is both fantastically attractive—and so rugged it'll endure almost any abuse. A cabinet like ours.

For most locations, we build a dynamic, brightly-colored cantilevered cabinet that's so attention-getting it pulls in customers non-stop. We make it easy to operate by placing all selection controls together in a single strip at eye level across the program panel. And we make sure every component is readily accessible by allowing the entire top and front of the machine to swing wide open. We give it a 160-selection capacity, and call it the Model 460. Or we trim 7 inches off the sides, give it 100 selections, and it's the Model 459 —perfect for places where space is limited. For sophisticated locations, we surround our unstoppable mechanism with a long, low polished-wood-look cabinet, executed in burn-proof polyester. We give it a full-size lid that opens to reveal a new Customer Convenience Center. And we give the front elegant cathedral-look speaker grilles that complement any decor. Then we add a full-color, framed painting inside the lid and call the machine the Model 456. It too handles 160 selections. And this year, every part on the 456 is interchangeable with those on our other models—eliminating stock problems.



Just having unstoppable jukeboxes isn't enough. You need wallboxes that are attractive, functional, and easy to operate. Like our Model 506 Wallbox. It's pageless—just give the triangular program holders a turn or two, and make a selection. The 506 coordinates with any Rock-Ola, old or new.

So that's it. Now you can build your own unstoppable machine. One so rugged, it'll take any punishment. Yet so attractive, it'll make non-stop profits. But now that you know how—why bother? After all, we've got three unstoppable Rock-Ola's. And one of them is just right for you.

There's no stopping Rock-Ola.

ROCK-OLA RMC

THE SOUND ONE

Juke Box Operators Trying Hard For Better Location Deals

Pushed by increasing costs of equipment, records, vehicles, labour, everything, Operators in Canada and the U.S. are rapidly changing their ideas about the sorts of deals they should have with their location. The traditional, 50/50 of long standing is coming increasingly under attack from Operators who are resorting to many schemes to get more of the take for themselves. The first line of attack has been to reduce the rate of commission to the location in ratios of 60/40 down to 70/30 with 66⅔/33⅓ being most popular. Naturally, howls of protest have gone up and it hasn't always worked but in numbers of cases it has, to the delight of the successful Ops.

Another action which has been tried by some Operators is a service charge for out of hours calls. And, the most common tactic of all has been the very old one of demanding "front money" from the location. This usually is in amounts from $5.00 to $10.00 per week from the "front" or "top" of the total take before the commission is calculated and paid out. This is nothing new to many locations and Operators; it has been employed before in many instances and under special circumstances such as one-time marginal spots which perhaps, at the beginning, wouldn't attract an Operator at going commission rates. Operators have had more success in imposing this on their locations than any other scheme. Those who have put up a good case and put it across well have met with surprising reasonableness from many of their locations.

Certain Operators have "tried on" "front money" and reduced commission rates. Others have tried to get a bigger cut of the commission as well as trying to charge the location for service calls. Understandably, they haven't fared too well. Nevertheless there is evidence that the Operator who is tactful and discusses his problems frankly to location owners stands a good chance of bettering his profit position.

Cost Cutting Acts Help Juke Box Operators

With ever rising costs of doing business many Juke Box Operators have taken a great variety of actions and measures to ensure their survival in their chosen business. Here are some of the things that have been done to cut costs of operating.

* Marginal locations have been shut down.

* Marginal locations which were thought to show promise which has not as yet been realized have been abandoned.

* Less marginal locations have been reassessed and service to them has been reduced in order to make them pay their way.

* Servicing intervals have been extended to the longest possible time experience has proven to be feasible. This has cut down labour, vehicle operating costs and maintenance.

* Fewer record changes have been made. Intervals between changes have been extended. Fewer records are bought and changed.

* Greater care and emphasis on the selection of the right records has been taken. Customers in many places are now less free spending and more selective than in the past. This means better programming is needed to ensure that only records which sell "play" are purchased and featured.

Brunswick Sets Up Automated Bowling Alleys In Moscow

The Brunswick Corporation, makers of Billiard Tables, Bowling Alleys, Air Hockey Games and other leisure-time products, has taken advantage of the detente between Russia and its own U.S.A. It has installed a sixteen-lane bowling alley in Gorki Park in Moscow. And, it is sited in an "Air Bubble" building of the type sold in Canada for "indoor" tennis court and swimming pool enclosures. Moscow's inflatable Alley Building is some 33 x 50 yards in area and about 13 yards high when inflated and at full height.

Recently, within the last three years Russia has opened up considerably to Western coin-machines. Apart from domestically made Vending machines and Polish Juke Boxes, Scandinavian distributors have supplied Russia with a large variety of Games and Amusements from the factories of the U.S. and Europe. These have been set up in a number of Amusement Arcades in Moscow and other large cities of the U.S.S.R.

25c Play On Seeburg's New "First Eidtion" 4-Channel Sound Juke Box

Seeburg has long been saying in its advertisements that 10c single play was dead. That Company has furthered this line of reasoning in its new "First Edition" Juke Box which produces 4 channel or, "quadraphonic" sound and comes set for 25c single play. This new gramaphonic is a real eye-catcher, featuring as it does, bands of lighted colour and four speaker systems to reproduce the sound.

Chicago Coin Introduces New Speed Shift

— At its recent distributor meeting Chicago Coin Machine Division, Chicago Dynamic Industries, Inc., introduced its Speed Shift driving game, Dolphin-two player flipper game, and TV Goalee video unit.

"The Speed Shift is a real challenger," notes Bob Sherwood, administrative assistant, corporate affairs for the firm. "The game has a real four-on-the-floor gear shift, clutch, gas pedal and tachometer. The player must operate the clutch pedal and gear shift and watch the tachomoter and timer as in real race-car driving.

"Chicago Coin," Sherwood continued, "is especially pleased that Speed Shift is completely electromechanical for easy servicing, something that we know is of real importance to operators. We've also included a molded one-piece indestructible seat."

Other features of the Speed Shift include sound effects such as synchronized engine roar, tire squeal and engine blowout, as well as 'realistic' racing conditions, including sequential instructions and staging lights. The player must not overspeed on the tachometer or the engine blows, players must not jump the 'Go' starting light and the player must keep the car from skidding on the racetrack to obtain a high score.

"CLEAN SWEEP"

Ramtek Corp. Introduces 'Clean Sweep' Video Unit

— Ramtek Corp. has introduced its 'Clean Sweep' one or two player video unit, which is said to have "true pinball action."

The unit can be set to award free games for high scores, as well as allows either three or five balls for each player. Both of these are operator adjustable. "Players try to erase a field of dots by directing a bouncing ball with a joystick-controlled 'paddle' that is moved horizontally across the bottom of the screen," Ramtek officials explain.

"Each time the ball passes over a dot, the dot gets erased and the player gets a point," the company continues. "If he erases all the dots, he scores a 'clean sweep' and can win a free game."

Ramtek suggests 25-cent and 50-cent pricing. The unit features all solid state components which are designed for low maintenance and long life. The game also incorporates a 'commercial quality TV monitor.' "The engineered interior is designed to reduce tampering and simplify servicing," Ramtek notes.

Further information may be obtained by contacting local Ramtek distributors. The firm is located at 292 Commercial Street, Sunnyvale, Calif. 94086.

CHICAGO COIN SPEED SHIFT

Williams Markets United New Granite Shuffle Alley

— Williams Electronics Inc. recently introduced United's new Granite six player shuffle alley.

The unit features five ways to play — flash, strike 90, regulation, one-shot and roto. One shot, the firm explains, is a new feature. High scoring early frames, the company notes, early determines the winning score.

The firm suggests 25-cent per player play; 2-for-a-quarter and other coin combinations are available. The unit is 2-1/2 ft. wide x 8-1/2 ft. long; shipping weight is 470 pounds. An instruction manual is included in each game.

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Discotheques Going Big — Breaking Hits For Juke Boxes and Radio Programming

Discotheques are on the up and up again; live music is so expensive that today as in recent years past the sound is provided by disc jockey's with quite elaborate players and speaker systems. This music for dancing has come on strong in Europe over the last few years and to it has been added something else — picture shows. An European company has produced a number of different screen shows based on European talent and has rented them out to discotheques in several countries. As part of the discotheques programs these shows have gone well with audiences because they are just a bit different; the customers get music which is much closer to live than that provided by mere records which are quite impersonal. The shows provided portray different acts or selections which last some four minutes each and usually two hours of sight and sound is provided in an evening.

The shows are changed weekly and they are shown on up to a dozen large screens scattered about the premises.

Years ago, the American Juke Box manufacturing industry, or at least a part of it, went overboard promoting instant, make-your-own discotheques based on their own products. They "laid eggs" here although discotheques of this type did well in Europe, particularly France and also in the Province of Quebec. Years ago too, the audio-video Juke Box was strongly promoted in the U.S. and to a certain extent in Canada. It, too, did reasonably well in Quebec but failed miserably elsewhere in North America. The cause was a lack of programming and this may well have accounted for the success of this media in Quebec which could call upon films from France. Now that another A-V Juke Box is about to appear on the scene in Germany and based on T.V., a new dimension could be given to discotheques. Smallish establishments built around a see-and-hear Juke Box could well duplicate on a small scale what is now going over big in Europe.

TO ALL OF OUR FRIENDS

We wish you all a

MERRY CHRISTMAS

and

happiness and prosperity in the coming year.

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COST CUTTERS AND PLAY GENERATORS OPS MAY WANT TO TRY

Economics and better customer reaction to Juke Boxes can be ensured by a few simple actions any Operator can adopt to his particular business.

* Although it takes time and effort to shift Juke Boxes, a different Juke Box in a location can rouse new interest on the part of its customers. When new Boxes are purchased and put in obviously the best locations it has been found a good thing to move around other machines too as a means of "sparking up" other spots.

* Buy fewer singles, make them last longer before they are changed.

* More careful selection of new records means that fewer can be used and old popular hits can be slipped in with greater frequency to make up the programming.

* Don't pander to requests as heavily as in the past and don't encourage them to the same extent as formerly.

All this may sound poor business and normally it would be, and still may be, depending on your locations. Most business and manufacturers are getting away with "Murder" these days, perhaps you can too.

Big Prize In Hockey Tournaments

Among the various coin-operated game-tournaments now being promoted across North America, Air Hockey is providing some of the biggest action and with it some of the biggest prizes. Regional contests and the U.S. Nationals offer over $30,000.00 in prizes. Playing a prominent part in these contests is the Brunswick Corporation, a major supplier of Air Hockey Games.

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Coin Shortages Adversely Affect Canadian Operators in Several Areas

In this uncertain economic climate in which we now live, money, its getting, and its usage, present businesses and the public with ever growing problems. Inflation hasn't only hit commodities and articles of every day use but even, money itself. And by this is not meant "a dollar only buys 25c worth of stuff today", it is much more fundamental than that, going to the very materials of which money is made. With the rise in the market values of the metals copper and silver the whole of the coinage system of the U.S. and Canada has been thrown out of kilter. When the metals of which coins are made exceed the value of a given coin by a relatively small amount then it becomes profitable to melt down those denominations of coins and sell the metal of which they are composed.

Originally the gold or silver in any coin was a measure of the value of that metal in the coin. Simply, a $20.00 gold coin had $20.00 worth of gold in it. In the case of gold that was long, long, ago. Today, the value of gold is several times that of the old coins minted from it. Even at the old pegged price of gold which for years was $35.00 per ounce, coinage is impossible, the metal is now worth some $200.00 per ounce or getting on for six times the old set price. The changeover a few years back from silver and silver alloy coins in the U.S. and Canada was a direct result of rapidly rising silver prices because of accelerating demands for the metal not being met by increasing production. The new American nickel and copper sandwich coins and the Canadian Cupro-nickel coins were the solutions. But the old silver coins were left in circulation and some still are. Ever since the Canadian Cupro-nickel coins came into circulation, ads have appeared in Canadian newspapers in which offers have been made to buy pre 1968 coins at a premium. Up to 14% has been noted in some ads and it is known that large numbers of Canadian coins have been shipped across the border into the U.S. for melting.

Thus have large numbers of coins left this country and gone out of circulation forever. Moreover, this has taken place at a time when there has been an unprecedented growth in the demand for coins. Vending sales alone have trebled in the ten years 1963-1973. This year over $207,000,000 of sales are expected to have taken place through venders, practically all of them by means of metallic coins. The American industry claims some 5,000,000,000 coins go through venders there every day of the year. Hundreds of thousands of other coin machines and devices, even millions, depend upon further astronomical numbers of coins to keep going. Therefore, if there is any appreciable interruption in the flow and circulation of metallic coins, among the first businesses to be adversely affected are those using coin machines. This extends all the way down to the simplest of machines, the bubble gum and kindred vending machines which took copper 1c coins.

Copper, a base metal has now joined the precious metals in scarcity with a consequent rise in its price. And now, the world's four major copper producing countries spurred by the success of the Arab's oil policy have gotten to-gether to limit their own production and demand higher prices for the metal. With the precedents of gold and silver to act upon, people have begun to hoard the copper 1c pieces to the extent that it has become a serious problem to the U.S. Government which estimates $300,000,000 worth have disappeared from circulation. And, this hoarding, too, has also crept northwards into Canada. Governments don't like the hoarding of coins any more than do businesses because this situation makes severe demands upon minting facilities which are set up to produce only so many new coins each year. This is based upon normal and quite low rates of increase to cover growing demand plus losses and damage. Quite apart from coin production capacity, trying to keep the economy going by making up the coins missing costs governments money. They have to buy metals, machinery, put up buildings, use power and pay employees at their "money mills". Normally, governments run mints at enormous profits to themselves by using materials which cost only a tiny fraction of the value of the coins into which they go. But when materials get expensive as well as labour and everything else, they aren't at all happy at having to operate at a loss to accommodate both business and hoarders. This explains laws against exporting coins, hoarding and melting, but, they aren't all that easily enforcable.

Canadian Vending Operators have had their share of coinage problems of one sort or another from conversion to new currency to bank charges for handling large volumes of coins (which indeed they don't have to handle by law.) Now they are even being accused of contributing to the shortage of coins by the newspaper, the "Vancouver Province" which in an editorial recently, asked and answered: "Where are all the coins going? Into the storerooms of coin dealers who buy them in bulk from hoarders and Vending Machine Operators." That article goes on to say that only a fifth or a sixth of the normal number of coins are circulating in the S.W. Mainland corner of B.C. around Vancouver. Newspapers all across Canada have recently been reporting coin shortages and the effect they have on businesses both automated and manual. A short time ago a couple were reported apprehended in Hamilton, Ontario with some $200,000. in coins in their possession, and there have been other instances of people caught at border cities and elsewhere who have held large amounts of Canadian coinage.

Certainly a shortage of every day working coins does exist. Certainly the Canadian Government has been selling, with a hard sell, expensive sets of special Olympic coins. Perhaps the Ottawa Mint's capacity has been devoted to a considerable extent to producing these items of obvious great profit to the Federal Government at the expense to the public of every day working coins? However, there may be some amelioralism of the coinage shortage problem now that a new mint in Winnipeg is reported to be producing money.

Well Known Operator Electrocuted—Warning to Ops—Ground Your Equipment Properly!

In the village of Campbellville, Ontario, there lives a sad, beautiful woman, one of the greatest champions the Coin Machine Operators of Canada have ever had; a person who has fought for Games Operators' rights for years. Less than a week after burying her dear husband, Charley, Oriena Currie took the time and trouble to get in touch with us with a most important piece of information for all Operators of Games and Amusements in Canada and the U.S., and elsewhere, for that matter. Longtime Operator Charley Currie was electrocuted on the third of December whilst playing a newly installed T.V. Game in a Pool Room location on Dovercourt Road in Toronto, and what follows from information given by Oriena is by way of a warning to others.

Exactly what happened, why or how, hasn't as yet been fully determined. Very likely it will all come out at the forthcoming inquest into Mr. Currie's death. According to what is known at the moment, Charley had just installed and plugged in a new T.V. Game next to a non-T.V. type Game, belonging to Bonanza Amusements. Standing on the grill of a heating register in the building, whilst playing the T.V. Game he touched the other game according to witnesses and was instantly killed. Apparently neither machine was grounded through a third wire, three pronged plug. Currie Amusements had a policy of grounding their machines but it's not always either possible or practical because large numbers of locations do not have three prong grounded plug-in receptacles even if they are Operator fitted to the machines. Nor apparently do factories send out numbers of machines with a third ground wire and there doesn't seem to be any CSA or Government requirement for it as there has been in England for half a century at least. Not that it would make much difference anyway at the location level where two-prong sockets are usual.

In T.V. sets and equipment employing Cathode Ray tubes extremely high voltages are generated and more than one person has died from a dose of high voltage electricity from an ordinary T.V. set. Some way or another Charley provided the ground for the flow of electricity that took his life. Proper third wire grounding of the equipment, say electricians, would have prevented this.

Mrs. Currie wants Operators to be aware of what can happen and what has indeed, happened to her husband. In carrying on Currie Amusements, she had made it a policy of no more ungrounded equipment or location receptacles. Neither, it seems should anyone else abide it; except at their own peril or that of their customers.

As Oriena said, "Dreadful and horrible as this has been, I'm grateful it didn't happen to some poor child, which it could have."

OBITUARY

CHARLES W. "CHARLEY" CURRIE

Operators and Suppliers of the Music, Games and Amusements industry in Canada will be saddened to learn of the untimely death of Charles W. Currie of Curries' Amusements Ltd. Campbellville, Ontario. Charley, as he was affectionately known to friends, associates and customers, was forty-seven years old. He was born in Milton, Ontario in 1927 and received his education there. Hockey was the great attraction of his early life; he played it at school and became extremely good at it. As a junior "A" player he was with St. Catharines and the Oshawa "Generals".

At the age of seventeen, Charley began a lifelong association with coin machines. He acquired a couple of pinball machines and located them as a source of part time income. This early association with coin machines determined his future. Offered a hockey scholarship at Ann Arbor, Michigan, he made the decision to go into business for himself and gave up a promising career in the sport he so adored. The business he started in 1945 grew and prospered over the years to include Distributing and Operating, Games and Music.

Mr. Currie's funeral was held in his home town of Milton, Ontario and he was buried at Campbellville on December 5th. He is survived by his widow Oriena, and three children, Bonny, twenty one; Charles, seventeen and David, sixteen. To them, members of the industry send their deepest condolences.

No Shortages of Record Making Materials Now

The position with respect to the materials used in the manufacture of gramaphone records has much improved by comparison with the situation prevailing just a few months back. Not so long ago record makers were scrabbling about trying to get Polyvinyl Chlorate and Polystyrene wherever and whenever they could in the U.S., the U.K. and Europe, especially the two former countries. As derivatives of oil, the Israel-Arab War of just over a year ago set off the reactions that resulted in the embargo of oil to the U.S. and Europe, which in turn caused a shortage of record making chemical compounds. Coupled with energy shortages and a rising demand for records the situation regarding plastic was so serious that many smaller labels were hard pressed to keep going. Added to this was a scare over cancer in employees of plants making the Polymers. Some twenty people have died so far, the blame being put on gases escaping into the air where people worked. This resulted in an uproar from medical authorities and labour unions which has by no means subsided as yet. A result has been new safety regulations, particularly in the U.S. which cut further into production.

Despite all this, by hoarding, buying wherever possible and recycling, Record companies came through the remainder of the year. Now, at least the record problem has solved itself — oil deliveries have been resumed and the demand for records, like a lot of other manufactured items has noticeably fallen off. There is no shortage of record making ingredients now and costs of production have dropped.

Greetings to All Our Customers & Friends

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Seeburg Arranges for Provision of 4 Channel Singles For Its New Juke Box

Chicago's Seeburg Corporation is reported to have an arrangement with Ovation Records to supply substantial numbers of 45 RPM singles in 4 channel quadraphonic sound. Half a hundred records are already available and the figure should exceed seventy-five by year's end. Seeburg plans to make them readily available whenever its new 4 channel "1st Dimension" Juke Boxes are in use.

For Music Games and Amusements — Flexible Pricing Through Use of Tokens

The one cent incremental coin mechanism has already come into use by Vendors plagued by the cost-price squeeze. But, this pricing flexibility hasn't as yet appeared in Juke Boxes, Games or Music. However, an American firm now has a line of token accepting mechanisms; the near 256 piece sized metal tokens are sold to customers at whatever price the Operator decrees for a particular machine or location.

Founder of Germany's NSM Juke Box Firm Dies

The founder of the West German firm, which produces the NSM Juke Boxes sold and located in substantial numbers in Canada, is reported dead. He was Gert Schulze, sixty-one, and his firm is Lowen-Automatien and NSM-Apparatebau GMBL of Bingen. This firm also makes and sells many of the Games and Amusements including Las Vegas type gambling devices, used throughout Europe. Herr Schulze, a pioneer in the German coin machine industry, was also President of the inter-European Operators Association. His company's phonographs are distributed here by Universal Shuffleboards and Music Ltd., of Toronto.

Games Tournaments Also Flourish In Japan

In Japan, Sega has sponsored a country wide contest to determine the best player of its T.V. games made there. Apparently over 5,000 people entered to begin with; they were narrowed down to location champions and eventually came together in Tokyo for the finals which were run off amongst sixteen contestants.

T.V. sets and other electrical equipment were given as prizes.

1975 Marks Laniel Automatic Machines Inc's.

40th Birthday —Four Decades of Service to the Canadian Coin Machine Industry

With the year 1975 Laniel Automatic Machines Incorporated of 151 Rockland Ave., Town of Mount Royal, Montreal, Quebec, celebrates its 40th birthday. The firm, begun in 1935 by Edouard and Romeo Laniel with the location of Juke Boxes and Games in Montreal, has come a long, long way during its four decades of existence. What the brothers Laniel began as a part time business has grown to the largest Distributing and Operating coin machine company in Canada. It has grown with the times and the many changes which have occurred in the Music, Games, Amusements and Vending Industries of Canada since the mid thirties. As a seller, repairer and user of coin machines, it has reflected the mood and pulse of the coin machine industry in this country throughout practically its entire history, taking on new activities, modifying some and dropping others. Over the tens of years it has existed emphasis went off the Operating side of the business as more Distributorships were taken on for lines of Venders, Juke Boxes, Games, Amusements and records plus, spares and associated equipment. In 1967, to accurately reflect the changed nature of the business, the name Laniel Amusements Inc. was dropped in favour of Laniel Automatic Machines Limited.

Nevertheless, despite the quite fantastic development and growth of Vending in Canada this firm had its roots in Music and Games and today it still is strongly devoted to supplying the needs of Games and Music Operators.

Moreover, more than any other firm in Canada, it has initiated and taken action of its own volition, of benefit to the entire industry. Apart from actively supporting legal actions on behalf of Operators everywhere, when confrontations with dubious laws took place, it, in 1973 was instrumental in getting the Federal Government to drop a 10% excise tax on imported phonographs.

No firm in this country has taken a greater part in supporting the Canadian Coin Machine Industry by practical means than Laniel Automatic Machines Inc. Nor has any firm gone out of its way as this one has to make life more pleasant for its employees, for young

Laniel Automatic Machine Inc. early Juke Box. Left - Romeo Laniel and right is Reg Gilchrist.

people, for singers and artists and ethnic groups through its old Record Division.

Possibly its corporate makeup is responsible for its way of doing business and conducting public relations. Laniel Automatic Machines Inc. began as a family firm, grew and prospered as a family firm and as it begins its fifth decade of existence, it still is a family firm, one of the very few and by far the largest of all-Canadian Coin Machine Distributors left. But then, the family has long been the basic unit of French Canadian life and this may well account for the paternalism the company has always shown to its over one hundred employees and its close involvement in so many ways with its customers and the entire industry.

Romeo Laniel and Dave Gottlieb.

DANCE SPOTS NOW GO BIG FOR RECORDED MUSIC — JUKE BOX OPPORTUNITIES?

Discotheques and other night spots, clubs, etc. are growing in popularity and the reason is the high costs of live performers. The record has taken over in many parts of the world. And, the means of reproduction can be anything from a simple gramaphone to an elaborate turntable plus a light and sound system employing a disc jockey, to a rented or purchased Juke Box.

In France, these spots have already begun to use Audio-Video cassettes and player. Well known groups such as the Rolling Stones have produced lengthy programmes for these particular places and their particular requirements. A French firm which rents out the one hour cassettes and T.V. player supplies each of its customers with two fresh ones each week. The sound with the sight doubles for a live performance and it seems is very well received by customers.

New York Clubs in growing numbers have gone to a discotheque format and a few labels have gone out of their way to produce records which this special type of customer wants. They are even beginning to produce long selections of around four minutes each and mixing them on special disco records. Apart from this trend, record makers are finding that the exposure their labels and artists get are of practical importance to them from a promotional point of view.

In Southern California a light van has been fitted out as a portable disc jockey's setup. It is run by a British female and goes round providing music together with lighting effects for parties and special events — a sort of a portable discotheque with very elaborate sound equipment.

In Montreal discotheques have replaced many of the former night spots with entertainment and live music. They have been going for many years now and are still popular, many of them use Juke Boxes as well as disc jockey setups. They have proven to be among the best of promotional outlets for new records. But then, Quebec with its own French language, is rather special in North America and its native records too, are in a very different position to English language discs. Nevertheless, some Canadian Record makers have "broken" English records in Quebec via discotheques with great success without the initial benefit of that traditional "starter" radio, which has then "picked up" the selections.

Numbers of Canadian Juke Box Operators have rented gramaphones for parties and other events and so have distributors here. If you are in either of these categories and have a spare Juke Box or two it could earn good money for you off traditional type locations. And the new four channel equipment now available with its tremendous sound might be bought and put out in nighteries on a free play contract location. Think on these things.

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to our friends and customers

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